



*"So why should I enroll
as an N&C Consultant? "*

Your guide to the
Networking and
Communications
Consultant
Reseller Programme

First issue; March 1988



*I'm busy,
— give me a quick overview*

Sales of networked Mac systems mean higher revenues and profits.

The way that PC's are being sold today is changing — the days of profitably selling one-offs are disappearing *fast*, and customers are more often than not looking for turnkey systems as their business solution.

Today, reseller organisations that are able to sell multiple networked Mac systems are more able to convert their leads into genuine business prospects.

Australian research companies agree;

- Of total units shipped, the percentage of one-off PC shipments has fallen by 17% in the period between 1986 and 1988 and is forecast to fall another 16% by 1990 — down to 50% of total volume.
- Similarly it's forecast that 35% of PC shipped in 1990 will be networked, with the remaining 15% linked by some means to minis or mainframes.

*If you're really busy, and you agree with me and what our research is saying — you'd better become an Apple N&C Consultant by enrolling your office *now* — don't bother reading the fine print in the rest of this booklet — just fill in the coupon on the back page and send it off to Apple.*

What are the N&C programmes — and how do they fit with each other?

There are three N&C programmes that will run during the course of calendar year 1988. Each programme is complementary to the other and all will commence in the first week of April. This booklet describes the N&C Consultant Reseller Programme in detail and it's success depends on your participation.

A brief overview of the other two programmes follow:

○ *Apple Workgroup Systems Programme*

This programme has two main objectives;

- To act as a "buffer" to those resellers who cannot commit to the pre-requisites within the N&C Consultant programme.
- To enable ALL resellers to promote Workgroup Systems by making AppleShare/Talk a more commodity-like product.

○ *DEC Awareness Programme*

This programme has three main objectives;

- Enable resellers who can cope with Apple/DEC integration to further grow their business with the aid of Apple generated awareness.
- Provide preliminary awareness training to Apple/DEC constituencies.
- Establish a platform for large systems programmes in Q1 FY89.

Apple Networking and Communications Consultant Reseller Programme

Overview

This programme, in conjunction with the Apple Workgroup and DEC Awareness programme, will be the first planned N&C skill development programme undertaken in Australia. There are three main objectives to this programme;

- Provide to customers, prospects, Apple internal, distributors and consultants a set of skilled N&C resellers on which they can rely.
- Provide incentives to resellers committed to furthering their understanding of Apple N&C Systems
- Sell more “Networked Systems” of Macintoshes
- Establish a skilled N&C platform for MS-DOS OS2 and large systems programmes in Q1 FY89.

*This may be exactly what we need —
how does it work?*

The N&C Consultant programme is based on a set of incentives to entice you to enlist and support the programme. It is founded on the concept of rewarded performance, where *no* reseller is explicitly excluded from selling Apple N&C products.

This is achieved by your organisation (on a branch basis if you have multiple offices), committing and adhering to a set of pre-requisites determined by Apple as necessary to demonstrate a higher than normal N&C skill set (over and above the Apple Workgroup programme).

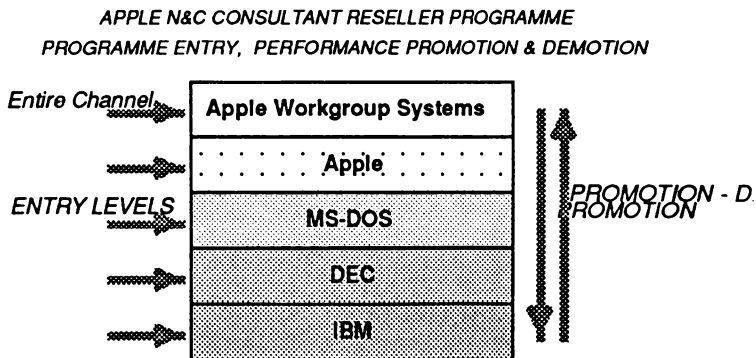
In return for your enrollment, you become a focal point for Apple N&C attention. This comprises a set of Sales, Support and Training tools to consolidate and further grow your existing skills.

The programme recognises an existing skilled resellers investment in staff and equipment, while allowing unskilled resellers to gain N&C expertise through some defined and recognised Apple procedure.

The programme is monitored through your level of sales activity in specific Apple and third-party products, and by the level of usage you make of demonstration host systems provided by the programme.

The programme recognises the different levels of maturity that currently exists between reseller offices by allowing you to enter the programme at one of five levels. These are designed to best suit your current skill levels and level of commitment.

The table below shows the five levels. Every reseller begins life at level one — the Apple Workgroup programme. You may enroll at any other stage of the N&C Consultant programme, as long as you adhere to the pre-requisites at the level you enroll (including the subordinate levels). Your performance at each level will be monitored monthly.



Monitoring ensures us that you continue to provide a standard of service at each level. It highlights any problems you may be having maintaining your skills, and allows us to find a way to jointly resolve them.

I need it now —

What are the benefits and prerequisites?

The table overleaf overviews the benefits of the programme that you will receive in return for committing to the initial programme pre-requisites and monitored monthly measurement of performance.

Some of the benefits in the table are expanded below;

○ *PR*

- We will tell the media, consultants and other external agencies that Apple has preferred N&C Consultants.

○ *Events*

- We will provide forums for all external constituencies to see that we have resellers with high N&C skill levels and introduce Apple sourced prospects to you.
- We will provide 35mm slides, scripts and videos to enable you to conduct your own seminars. The Slide set is tailored to each level of the programme;
 - Summary and overview
 - Apple N&C directions
 - Apple DEC directions
 - Apple IBM directions

○ *Sales Tools*

- The Apple N&C AppleLink Bulletin Board will provide you with a ready information source of world-wide reference material.
- An Apple N&C Sales Kit will be provided at all levels of the programme to give your sales reps the tools to qualify, consult and close an N&C deal.
- N&C Connectivity packages at close to cost will be made available to suit each level of the programme. At the DEC and IBM levels this includes a personal logon account to remote hosts.
- A Plaque of Qualification will provide tangible evidence that you have gained Apple recognised skills to consult, sell and support a prospects N&C needs. As with all benefits the plaque pictorially displays the level at which you have entered the programme as follows;
 - AppleShare Networking
 - MS-DOS Integration
 - DEC Integration
 - IBM Host System Connectivity

LEVEL	BENEFITS	PRE-REQUISITES	MEASUREMENT
APPLE	<ul style="list-style-type: none"> • Apple preferred N&C supplier • Distributor preferred N&C supplier • PR case studies & articles • Apple specific seminar slides and script • AppleLink N&C Bulletin Board access • Apple module to Bulletin Board • Apple N&C Sales Kits to staff • Apple module to Sales Kit • Consultant reference in print advertising • Apple N&C Consultant plaque • Apple connectivity package at cost • Two subsidised course attendances from recommended list 	<ul style="list-style-type: none"> • 2 staff attend Data Comms Basics • 2 staff attend Apple DTC 2.5 training • AppleShare used as in-house system • AppleLink fully subscribed • Purchase of connectivity package • Must meet measurement each month 	<ul style="list-style-type: none"> • 2 AppleShare server sales a month • 2 LaserShare sales a month
MSDOS	<ul style="list-style-type: none"> • All of above plus • MSDOS specific seminar slides and script • MSDOS module to AppleLink bulletin board • MSDOS Consultant badge to plaque • MSDOS connectivity package at cost • Two subsidised course attendances from recommended list 	<ul style="list-style-type: none"> • All of above plus • 1 nominated support specialist • 2 staff attend MSDOS sales/supp training • Dedicated IBM System 30 or greater running LocalTalk PC Card & AppleShare PC • Nominated support specialist attends recommended external MS-DOS training • Purchase of connectivity package • Must meet measurement each month 	<ul style="list-style-type: none"> • All of above plus • 1 IBM integration sale a month using one of below; • AppleShare PC • Apple 5.25" drive and AFE • MacLink Plus • AST Mac86, 286 or similar

DEC	<ul style="list-style-type: none"> • All of above plus • DEC specific seminar slides and script • DEC module to Bulletin Board • DEC Consultant badge to plaque • DEC connectivity package at cost • Subsidised DEC host login account • One subsidised course attendance from recommended list • Client/Reseller invitation to DEC specific events (Apple meets DEC with Al Cini) 	<ul style="list-style-type: none"> • All of above plus • 1 nominated sales specialist • 2 staff attend DEC sales/support training • Nominated support & sales specialist attends recommended external DEC training • Purchase of connectivity package • Must meet measurement each month 	<ul style="list-style-type: none"> • All of above plus • A min of 6 DEC host logins/month
IBM	<ul style="list-style-type: none"> • All of above plus • IBM specific seminar slides and script • IBM module to Bulletin Board • High-end IBM collateral / Point of Sale • IBM Consultant badge to plaque • IBM connectivity package at cost • Subsidised IBM host login account • One subsidised course attendance from recommended list 	<ul style="list-style-type: none"> • All of above plus • 1 nominated sales specialist • 2 staff attend IBM sales/support training • Nominated support & sales specialist attends recommended external IBM training • Purchase of connectivity package • Must meet measurement each month 	<ul style="list-style-type: none"> • All of above plus • A min of 6 IBM host logins/month

○ *Advertising*

- Networking and Communications print and television advertising will commence in May. Apple Consultant Resellers will be referenced in all print advertising. Coupons from this advertising will be distributed to resellers who have enrolled in the programme.

○ *Training*

- Subsidised training (to \$100 a person) forms part of the programme. A *commitment* to training attendance is required at all levels of programme enrollment.

The Apple Training department will confirm all courses, however it is anticipated that the following courses will commence during March and April and continue throughout the year.

Title	Audience	Dates
Introduction to Data Communications	Post Sales Analysts & Engineers	Comm. March then monthly
DTC 2.5 (Workgroups)	All Pre/Post Sales Analysts	Comm. April Bi-monthly
N&C Consultant Sales Opportunity Training	Qualified Resellers via Consultant Programme (Post Sales Analysts & Sales Reps)	Lvl 2: Mac & MSDOS Lvl 3: DEC Integ'tion Lvl 4: IBM Conn'vity Comm. April, May and June. Bi-monthly

What's the fine print?

This is a "plain English policy". There aren't a lot of special do's and don'ts and the few that exist are listed below;

- You must meet all the prerequisites at your level and subordinate levels of enrollment as shown in the table. For example; if you enroll at level three, you must meet the pre-requisites and measurement in levels one, two, and three.
- An exception to this rule is the training. In this case we require your *commitment* to attend as part of enrollment. Once enrolled you will be then able to use your training subsidy credits to attend courses as recommended by the Apple Training department.
- The programme is long term. We believe it has a life of approximately 18 -24 months. During this term it will be enhanced/revised every 6 to 8 months by Apple Marketing.
- We would like you to progress through the levels at your own pace so that you continue to grow your N&C skills base. However, if you want to specialise and stay at a certain level then just let us know.
- The programme runs on a branch, rather than an organisation basis if you have multiple offices.

Do we get left out in the cold if I decide not to enroll?

Definitely not.

It must be stressed that if you do not enlist, you are not being excluded from all the N&C marketing programmes and related training and support. This is why we have designed the Apple Workgroup Systems programme (which focuses on Application Solution Selling) as the entry-level to the Consultant programme.

Workgroup Systems is available to those organisations which cannot presently afford or desire to enter this programme.

How do I enroll?

Enrollment in the programme is quite simple.

1. Make sure you have read and understand the information in this booklet.
2. Decide what level you want to enroll in. Check that you can conform to the pre-requisites and measurements easily (refer to the table).
3. Complete the enrolment form over-leaf — in the case of multi-branch organisations, make sure you are enrolling on behalf of your office only.
4. Tear off the back page and return it to;

Apple N&C Consultant Reseller Programme,
Attn: Amanda Garling,
16 Rodborough Road,
Frenchs Forest,
NSW 2086

5. We will process your enrolment and ask your Apple Sales representative to schedule a mutually convenient time to see you and your staff. During this meeting your rep will roll-out the benefits to your office.

N&C Consultant Reseller Enrollment:

Contact Name:

Title	Christian	Surname

Reseller organisation:

Suburb:

State:

Please enroll our office in the N&C Consultant Reseller Programme.
We can easily meet the pre-requisites and monthly measurements
required at the indicated level;

Level & Description

Pre-requisites:

1: Apple Networking

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2 staff attend Data comms basics course
2 staff attend Apple DTC 2.5 training
AppleShare used as in-house system
AppleLink fully subscribed
Purchase of connectivity package
2 AppleShare server sales a month
2 LaserShare sales a month

2: MSDOS Integration

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All level 1 pre-requisites plus;
1 nominated support specialist
2 staff attend MSDOS sales/supp training
Dedicated IBM PC or compatable
connected to AppleTalk
Nominated support specialist attends
recommended external MS-DOS training
Purchase of connectivity package
1 IBM integration sale a month

3: DEC Integration

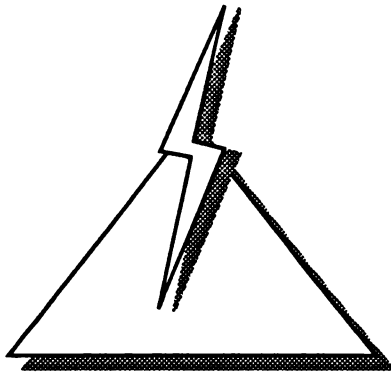
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All level 1 and 2 pre-requisites plus;
1 nominated sales specialist
2 staff attend DEC sales/support training
Nom. support & sales specialist attends
recommended external DEC training
Purchase of connectivity package
A min of 6 DEC host logins/month

4: IBM Host Connectivity

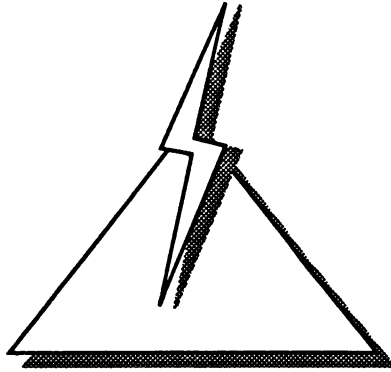
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**ENROLLMENT NOT AVAILABLE
UNTIL 3RD WEEK OF JUNE**



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